

**BMK 59 Course Outline as of Summer 2010****CATALOG INFORMATION**

Dept and Nbr: BMK 59

Title: CONSUMER BEHAVIOR

Full Title: Consumer Behavior

Last Reviewed: 5/9/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

The use of consumer data and the study of emerging cultural shifts in forward planning for marketing and business. Topics include the effects of evolving consumer activity and the influence of trends, fads, buzz, pop culture and lifestyle swings on business and consumer behavior.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:****Schedule of Classes Information:**

Description: The use of consumer data and the study of emerging cultural shifts in forward planning for marketing and business. Topics include the effects of evolving consumer activity and the influence of trends, fads, buzz, pop culture and lifestyle swings on business and consumer behavior. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 2002	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

At the end of the course, students will be able to:

1. Evaluate the relationship between perception, learning, memory and motivation.
2. Compare the roles of self and gender in modern marketing.
3. Examine how consumer attitudes are shaped and influenced.
4. Analyze individual and household buying and decision making behavior.
5. Distinguish between trends and fads.
6. Measure the impact of pop culture on product development and marketing.
7. Formulate an effective lifestyle analysis study.
8. Relate cultural and societal behavioral data to consumer behavior.

### **Topics and Scope:**

1. Marketing strategy
2. Changing societal values
3. Demographics and social stratification
4. Subcultures, reference groups, families and households
5. Group influences on consumer behavior
6. Product perception
7. Learning, memory and product positioning
8. Consumer motivation and personality
9. Hype, unpredictability and product failure
10. Cultural trends and their impact on consumer behavior
  - a) fads and buzz
  - b) pop culture and lifestyle

**Assignment:**

1. Examine and discuss case studies
2. Track market indicators and culture trends
3. Prepare a written lifestyle analysis
4. Participate in creative team activities
5. Written homework assignments of approximately 2 to 4 pages
6. Group projects
7. Read 20 to 30 pages per week
8. Mid-term and final exam

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, group project report, lifestyle analysis

Writing  
30 - 40%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, team activities

Problem solving  
10 - 30%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Subjective evaluations and class presentations of messaging materials

Skill Demonstrations  
10 - 30%

**Exams:** All forms of formal testing, other than skill performance exams.

Multiple choice, completion, essay

Exams  
20 - 40%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation

Other Category  
5 - 20%

### Representative Textbooks and Materials:

Consumer Behavior: Buying, Having, and Being by Michael Solomon, published by Prentice Hall, 2009.